



PAY & GRADING - JOB SPECIFICATION TEMPLATE

This Job Specification sheet covers specific areas of activities that are not included in the Generic Role Profile. It will include responsibilities, knowledge, skills, delivery and working arrangements relevant to this role. Please ensure that this is read and in conjunction with the given family role for the post.

Profile Owner:

POLICE STAFF

| ROLE SPECIFIC INFORMATION | |
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| Job Title: | Communications Officer – Strategic Communications |
| Generic Role Profile: | Business Support |
| Salary Band: | Grade 6 |
| Operational / Non Operational Role | Non operational |
| Vetting Level: | MV |
| Reporting to: | Strategic Communications & Engagement Manager |
| Specific Role Purpose: | <p>The Communications Officer – Strategic Communications role is responsible for delivering creative, collaborative, and innovative communications that build trust, satisfaction, and confidence among communities, partners, and our workforce. It ensures a 24/7 capability to respond to major incidents and produce hyper-targeted, localised messaging that supports operational priorities. Acting as a trusted expert within the Corporate Communications Department, the postholder leads the development of accessible, inclusive communications that positively influence behaviours and align with force objectives.</p> <p>Reporting to the Strategic Communications & Engagement Manager, the postholder will plan, lead, and implement effective internal and external communication strategies, producing high-quality written and digital content across all channels. They will monitor trends, assess risks, and evaluate performance to improve engagement. The role includes advising senior stakeholders, managing thematic priorities, and building strong relationships with internal and external partners to deliver outcome-focused communications that cut through a competitive landscape and enhance public confidence.</p> |
| Key Responsibilities: | <p>Strategic Planning and Leadership</p> <ul style="list-style-type: none"> • Delivering activity across all internal, external and stakeholder communication and engagement channels to ensure alignment |

with force and departmental priorities.

- Responsible for developing, planning, leading and implementing effective internal and external communication plans.
- Delivery of communications and engagement for specific initiatives, behaviour and corporate change projects and employee and community-related strategic engagement activity.
- Produce high-quality communications plans that follow the OASIS planning model and include key products.
- Be a thematic lead/SPOC for identified organisational priorities, initiatives, projects and campaigns, including geographic Local Policing Areas.
- Attend local tasking and coordination meetings to identify trends and take a problem-solving communications approach.

Content Creation and Campaign Delivery

- Producing creative, engaging and innovative content, both written and digital, for all force communication channels including website, media and digital platforms.
- Deliver effective content on social media platforms and proactively place stories to reach target audiences.
- Devise new ways to tell our story through hyper-targeted and localised channels and communication approaches internally and externally.
- Use innovative communication tactics to engage diverse communities, including seldom-heard groups, children, young people and online communities.
- Humanise policing through communication and engagement tactics to build organisational pride and employee advocacy.

Insight, Evaluation and Risk Management

- Monitor all communication media and social channels, assessing risk and opportunities, and evaluating effectiveness of approaches.
- Track sentiment to identify shifts in tone and provide early warning of emerging issues and trends.
- Establish effective monitoring and evaluation processes to assess risk and measure impact.
- Proactively identify areas of risk and criticism and provide advice to senior leaders to minimise adverse impact.
- Horizon scanning to identify emerging trends and opportunities for engagement.

Stakeholder Engagement and Relationship Management

- Develop and maintain effective relationships with key internal and external partners, stakeholders and influencers.
- Engage proactively with stakeholders, providing confident briefings to shape communications and prevent misinformation.
- Represent the department at meetings and offer guidance and expert advice.
- Work collaboratively with communications colleagues and partners

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| | <p>to ensure consistent, creative, strategic communications across channels.</p> <p>Brand and Identity</p> <ul style="list-style-type: none"> • Help embed the force’s brand and identity through all communications. • Align communication activity to support organisational priorities, protect the brand and reputation of WMP, and maintain corporate identity. • View and assess sensitive material for external release, ensuring professional and ethical presentation. <p>Training and Development</p> <ul style="list-style-type: none"> • Support coaching and development of staff, including social media training, video editing and filming. • Share best practice and provide expert advice to colleagues to enhance capability <p>To cover any other duties commensurate with the post.</p> |
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| SPECIFIC COMPETENCIES REQUIRED FOR EFFECTIVE PERFORMANCE | |
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| <p>Knowledge & Experience <i>This section should detail the requirement of previous experiences and knowledge gained from academic qualifications if appropriate. e.g. significant experience of administrative duties, degree level educated.</i></p> | |
| <p>Essential:</p> | <ul style="list-style-type: none"> • Degree or equivalent experience in similar role with a recognised professional qualification • Must have up to date knowledge of best practice in relevant areas of communications and a good understanding of how it operates with different communication disciplines - digital, marketing, media etc • Must be able to write clearly and concisely and to adapt tone and style to circumstances and audience. • Experience of designing, implementing and evaluating communication plans and campaigns and measuring the outcomes. • Ability to work as an effective part of a team demonstrating awareness of individual differences and providing support to colleagues as required. • Able to proactively develop effective working relationships with colleagues, partners and other stakeholders. • Filming and editing experience for real-time visual content. • Proven experience of using social media and other digital based engagement effectively. |

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| | <ul style="list-style-type: none"> • The ability to work calmly and accurately under pressure, managing multiple deadlines and deliver results through effective planning and organising of work. • To enhance own performance, working constructively with the line manager to identify personal strengths and agreeing action in relation to development needs. • Display high levels of emotional resilience and awareness on account of the distressing nature of the material which the role involves being exposed to. |
| Desirable: | <ul style="list-style-type: none"> • Experience working in a busy communications / marketing environment • Effective project management skills • Up to date knowledge of best practice in media and communications and media law. • An understanding of working to budget • Able to analyse and use qualitative, quantitative data effectively • Understanding of working in a policing environment • Experience of operating in a policing or public sector communications environment • CIM / CIPR / PRCA or similar professional accreditation |
| <p>Skills <i>This section should detail the competency requirement which could be developed through non formal training. e.g. effective time management, influencing and negotiating, effective communication including written and verbal.</i> <i>Refer to skills database for core operational skills</i></p> | |
| Essential: | <ul style="list-style-type: none"> • Recognised qualification from a relevant professional body (journalism, marketing, public relations or communications) or extensive experience / Degree-level academic or professional qualification in a communications discipline or equivalent professional experience in the discipline of PR, marketing communications, internal/change communications • Expert communicator skills (written and verbal) • Ability to write effective campaign and communication plans—preferably aligned to OASIS • Marketing, internal, change or other communication skills within related disciplines • Ability to apply communication evaluation techniques and practices across traditional and emerging communications channels and activity • Effective communication and presentation skills • Ability to use initiative as well as working a part of a team • Good working knowledge of Microsoft products • Proven organisational and planning skills • Able to manage effectively in a crisis • Good team working skills demonstrating awareness of individual differences and providing support as required • Able to drive with own car or commute across the force area at short notice |

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| | <ul style="list-style-type: none"> • Ability to work independently using initiative. |
| Desirable: | <ul style="list-style-type: none"> • The post holder is responsible for their own self development on a continuous basis and awareness of developments and trends in the industry • Vocational or post-graduate communications diploma, such as via CIM, CIPR, PRCA or membership of relevant professional body |

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| Hours of Work and Flexibility: | 36.5 hours |
| Agile Work Style: (if applicable) | <p>Based at Lloyd House and expected to work at HQ a minimum 60% of the working week and across other police bases forcewide up to 40% of the working week and when required.</p> <p>Expected to work occasionally outside of core hours and weekends.</p> <p>Expected to work on a shift rota to cover core office hours.</p> |

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| Restriction Level: | MV |
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